

WISCONSIN BROADCASTER

The Wisconsin Broadcaster Association Newsletter • July-August 2024 Edition

DON'T MISS THE CLINIC!

MIDWEST REGIONAL
BROADCASTERS CLINIC

Find agenda & registration
info on **pages 9-13**

The Flock to Fondy



Thanks for a successful Summer Conference in Fond du Lac!

Broadcasters from across Wisconsin traveled to beautiful downtown Fond du Lac June 19-20 to join the WBA Summer Conference. The conference was held at the historic Hotel Retlaw, with sessions and a luncheon hosted at the Thelma Sadoff Center for the Arts a few blocks away.

Attendees enjoyed a golf outing, music from Sam Ness, a dinner at the Cellar District, and sessions on leadership,

mental health, recruiting, and artificial intelligence. They also heard from legendary Green Bay Packer Paul Coffman, Marquette Law School Poll Director Charles Franklin, and honored four new Local Broadcast Legends and four inductees into the WBA Hall of Fame.

Photos of the Local Broadcast Legends, keynote luncheon, and Hall of Fame

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FROM WBA'S CHAIR

What we do matters, and it's fun!

Freshly home and back to work from an amazing WBA Summer Conference, I've had time to reflect on the many conversations that I was able to share with fellow broadcasters from around Wisconsin in just two short days. The resounding theme? What we do as broadcasters matters...in ways we may often take for granted. Summer is that busy time when TV and radio operations

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By Aleese Fielder

FROM WBA'S PRESIDENT & CEO

Aspiring broadcaster shows bright future ahead

It was wonderful to see so many of you at our WBA Summer Conference at the beautiful Hotel Retlaw in Fond du Lac! What a terrific venue!

We hope you enjoyed your time in downtown Fond du Lac, and that you'll join us again next year at the La Crosse Radisson!

Read this month's newsletter cover story for more on this

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By Michelle Vetterkind, CAE

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FROM WBA'S PRESIDENT & CEO

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Eliza Martin at DECA competition in Anaheim, Calif. and at WBA State Legislative Day at the Capitol in Madison.

year's conference.

We know from our many conversations with broadcasters that you're all thinking about the future, and specifically, how the next generation will shape the industry. Of course, it's impossible to know what the future holds, but some young, aspiring broadcasters are giving us some compelling reasons for enthusiasm.

In the last year, I've gotten to know Eliza Martin, a teenage Monona resident who first appeared at our State Legislative Day. She has her own program on WVMO, Monona's community radio station, and was encouraged by WVMO founder and WBA Hall of Famer Lindsay Wood Davis, to get involved.

State Legislative Day is an impressive place to start.

Your WBA encouraged our regular State Legislative Day attendees to bring a young person with them, with the hope that they

would sit in on meetings to see what the process was all about. Eliza went a huge step further to get involved directly in advocacy during her calls with local lawmakers. She had done her homework on the issues and was a confident advocate for broadcasters.

I later learned that Eliza was also helping broadcasters through a business solutions project she produced for WVMO, which she entered into a DECA competition. She competed in the international DECA competition in Anaheim, California in late April.

Eliza said she got her start being around WVMO with her dad, who hosted a show. She did an interview segment with her friend when she was in third grade. She now hosts her own show.

She's interested in writing and journalism and is still working out her potential career path.

"I just love talking to people,"

Eliza said. "I love getting to hear about other people's interests and getting people to leave their shell and share what they're interested in."

Eliza is an exciting example of the young people who are out there and already leaving their impression on broadcasting. I can't wait to see her future!

The early bird deadline

to register for our Midwest Regional Broadcasters Clinic is coming up July 12. If you haven't already checked out the agenda, please be sure to do so. In addition to many other changes to the Clinic this year, we're adding a job fair on Sept. 11! You can find out more on pages 9-13. We hope to see you there.

For now, enjoy the rest of our Wisconsin summer! ●



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WBA Board minutes are always available for members. Please email Kyle Geissler at kgeissler@wi-broadcasters.org to request a copy.

WBA Diversity Statement

The WBA supports initiatives that improve diversity in broadcasting and creates new opportunities for women, people of color, members of the LGBTQ+ community, and other underrepresented communities. Our commitment to diversity, equity and inclusion is evident in our programs and partnerships with diverse leaders through the WBA's Diversity Committee as well as other organizations and leaders in the state of Wisconsin.



Introducing you to the Wisconsin Army National Guard Marketing Team: (L-R) Regan Schupmann, Sean Price and Tom Beckman

Wisconsin Army National Guard seeing results



By Shannon Hellenbrand

Your Wisconsin Army National Guard team is so grateful for you! The way you have welcomed our team and prioritized our stories has blown us away. You are helping us "fight our strength war", and we are excited to share with you, that recruitment is UP! The rebound will take years, but you are helping us turn the ship.

Relationships are powerful. We feel it in our day-to-day, and we especially felt it in Fond du Lac at the conference with you

all. Our partnership is truly inspiring! -Lieutenant Colonel Shannon Hellenbrand, Commander, WIARNG Recruiting & Retention



WBA Awards provide 'return on investment'



By Terry Bell

The excitement of the 2023 WBA Awards for Excellence banquet is still fresh, and it's already time to be thinking about your station's nominations for the 2024 awards.

I joined the Awards Committee right before May's big event, and in short order, it's been an eye-opening

experience. As many of you already know, the strategy for winning Station of the Year or News Operation of the Year is straightforward, but misunderstandings persist. While it's true that points are awarded for a first submission from stations in each category, it's not a case of "pay to win." Think of it instead as "pay to play." These are, after all, awards of merit.

It's important to understand that the awards program is not a money maker for the WBA. The WBA Awards Committee aims to break even every year. But it benefits all of us to have more stations participating.

Per the WBA Awards rules booklet: each station gets one point for each eligible category in which they enter. Even if you submit two entries in a category (two is the limit), you still only get a single point. Then, each third-place award earns your station or your newsroom one more point. Each second-place award earns you two more points. Each first-place award earns you four more points, because winning matters. The station or news operation with the most points wins.

Entering every category twice with the goal of winning Station or News Operation of the Year is an investment, there's no question. Radio stations which were in it to win it last year wrote checks to WBA for \$910. For television stations, it was \$1,440. The operators of each outlet need to

decide whether this is worthwhile.

Allow me to make the case that it is.

Our Awards Committee Chair Emeritus Lindsay Wood Davis is unequivocal when he says the significance of the WBA Awards is that they tell the industry what's important. That's a powerful argument. Forbes Magazine says there are four reasons why industry awards make a difference.

1. They give your station valuable exposure.
2. They build your station's credibility.
3. They strengthen morale on your existing staff, and help attract new talent.
4. They help you establish and measure your company's goals.

I work for Civic Media, a relatively new statewide network of radio stations and digital outlets. Many of our local stations are staffed by new hires. Others are run by teams that have been in place for a long time. Our standout performer in 2023 was WFHR in Wisconsin Rapids, which won seven awards, including three first-place awards. In the short time since the euphoria of that night, the WFHR staff has been embracing new initiatives with a sense of enthusiasm and purpose that I like to trace back to the recognition WFHR earned that night. In my mind, the return on the investment of those entry fees is incalculable.

It's every individual station's call, but I encourage you to think about those kinds of intangibles as you make your decisions about the 2024 Awards for Excellence, and I'll see you at the gala next year!

Register for the awards webinar here: bit.ly/3VSS0HF.

WBA seeks women aspiring to lead in radio for mentorship

The Wisconsin Broadcasters Association, in partnership with Mentoring and Inspiring Women in Radio Inc. (MIW), is seeking applicants for a mentorship program aimed at advancing female leadership in radio broadcasting.

The application process was announced today at the WBA Summer Conference. Applications are due July 12.

The program connects a mentee with leaders in broadcasting through the course of the year on topics including finance, HR, advocacy, and many more. It's a wonderful opportunity to network and get involved with wider aspects of broadcast leadership.

This is the second year for the partnership between WBA and MIW. Jen Kasper, the GM for QueenB Radio in Platteville, was selected as the first-year mentee.

"My experience as the WBA's inaugural mentee has been nothing short of amazing, providing me with practical advice, industry knowledge, and personal support that have been crucial in my professional growth with QueenB Radio and Morgan Murphy Media," Kasper wrote.

Wisconsin was the second state to partner with MIW, which is hoping to expand to all 50 states.

"The first year of this partnership went beyond our expectations and we're excited to keep it going," said WBA President and CEO Michelle Vetterkind. "Jen was a fantastic mentee and we look forward to seeing her leadership in Wisconsin radio continue to flourish."

"We're so excited to launch year two with Michelle, Kyle and the WBA, said MIW Board President Ruth Presslaff. "This is a great opportunity for women radio broadcasters in Wisconsin to grow their professional career in this wonderful industry. I look forward to another great year."

Qualifications for the Mentoring and Inspiring Women in Wisconsin Mentorship include:

- A minimum of 3 years in the radio industry
- An interest in growing your career within the radio industry
- An ability to commit the time (2-4 hours a month) to make this program work for you
- Working in a Wisconsin radio market

Applicants should be women aspiring to a management role in radio or a manager seeking to grow essential skills and techniques needed to be an effective leader.



SCAN TO APPLY

Know the '3 Cs' when it comes to AI



As Jacobs Media's Director of Digital Revenue and AI, I'll be popping up in this newsletter often. My mission is to demystify AI for you. I want to show you how it can supercharge what broadcasters do and guide you towards savvy choices with this emerging, yet potent tech. Let's get to it!

By Chris Brunt

It's been a year since the "AI Ashley" headlines crossed-over from the broadcasting trade magazines to the mainstream press. Stories on the first AI-DJ appeared in publications ranging from local newspapers to Fox Business. "AI Ashley" is the voice of Ashley Z, who programs and hosts mornings on WKHQ-Traverse-City/Petoskey, Michigan; her audio avatar hosts in middays on Live 95.5 KBFF- Portland, Oregon. Since her West Coast debut, a lot has changed, and we as broadcasters have learned a lot about how to use AI in effective, ethical ways.

Instead of doom and gloom, many broadcasters have embraced AI, using tools such as ChatGPT and ElevenLabs, to ideate and create content that is more robust than what was previously possible. At the WBA's AI session this June, I had the privilege of hearing many stories of broadcasters across Wisconsin adding AI into their regular workflow. Examples included production directors adding diverse voices to their voice libraries, AI adding closed-captioning into breaking weather events, and program directors getting help writing on-air promos.

As the technology continues to evolve, it's important to keep in mind three C's as you incorporate AI into your company's workflow:

'3 Cs' of AI



Be curious

If you don't get the answer you want from an AI engine, refine your search.



Be checking

Double check facts are from a non-AI source.



Be candid

Your audience does not want to be fooled.

Be curious – If you don't get the answer you want from an AI engine, refine your search. Try and try again. In 2024 there will be more trial and error than there will be in the future. Additionally, AI technology is continuously upgrading. "This is the worst they will ever be," is a popular slogan. If you asked a question to ChatGPT three months ago that didn't work, it may work now with the latest model. Try it again.

Be checking – AI answers are becoming more accurate, but depending on the AI engine, the results may not be 100 percent accurate. Double check facts are from a non-AI source, and continue to use AI for creativity and idea starters.

Be candid – Your audience does not want to be fooled. Research from Jacobs Media and other companies shows that Americans are leery of AI. Fooling them can erode their trust if they believe they're interacting with a real person that turns out to be a machine.

A year later, our evening newscasts are still not being anchored by robots; our radio DJs continue to entertain and inform their audiences. Artificial emcees and journalists aren't storming the studios. The connections our audiences have to our talent is too vital to the fabric of our stations and our communities.

We see the importance of these audience connections at Jacobs Media when we gather people in focus groups, and you see it when your talent is live at concerts, county fairs, and remote broadcasts. Instead of abandoning AI, we can use AI to add extra resources and opportunities to deepen these audience relationships that make television and radio so important across the state.

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Discounts available for Wisconsin Broadcasters

Keeping pace with trends

The role of social media assignments in college courses



By Dr. Ganga Vadhavkar

As an educator in higher education in the ever-evolving field of media studies, I have the privilege of being entrusted with preparing our students for careers in a rapidly changing broadcast industry. With the advent of social media,

the landscape of media production, distribution, and consumption has undergone a major shift, presenting both challenges and opportunities for educators and professionals. To ensure that our students remain competitive and adaptable in today's media environment, it is imperative that we incorporate social media assignments into college courses.

Social media has become an integral part of our daily lives, shaping how we communicate, consume information, and engage with the world around us. From Facebook and Twitter to Instagram and TikTok, these platforms have become crucial means in the way that we communicate with media content. As such, it is essential that students gain practical experience in utilizing these platforms as part of their education.

By integrating social media assignments into college courses, we provide students with valuable hands-on experience in digital communication and audience engagement. Whether it's creating content for a brand's Instagram account, managing a Twitter campaign for a nonprofit organization, or producing short-form videos for TikTok, these assignments allow students to apply their knowledge in a real-world context. This practical experience not only enhances their skills but also prepares them for the demands of a digital media landscape.

Moreover, social media assignments foster creativity and innovation among students, encouraging them to experiment with different formats, styles, and platforms. By encouraging our students to explore their interests and develop



their personal brand, we empower them to become confident and versatile media professionals. Whether they aspire to be content creators for print, radio, television or social media platforms, these assignments provide students with the opportunity to showcase their talent and stand out in a competitive job market.

In addition to fostering creativity, social media assignments promote collaboration and networking opportunities for students. Through group projects, collaborations with media experts, and community engagement, students have the chance to connect with professionals in the field and gain valuable insights and into the latest trends and practices in a real-world situation. By fostering a collaborative and supportive learning environment, we ensure that our students are well-equipped to thrive in a dynamic and ever-changing industry.

However, integrating social media assignments into college courses also presents certain challenges and considerations. We, as educators need to continuously stay abreast of the constantly evolving social media landscape, updating our curriculum and teaching strategies incorporating emerging technologies and best practices. Furthermore, we must ensure that students understand the ethical and responsible use of social media platforms, emphasizing the importance of integrity, accuracy, and transparency in digital communication. As educators, it is our responsibility to embrace these changes and equip our students with the skills and knowledge they need to succeed.

Dr. Ganga Vadhavkar is an associate professor in the Communication & Journalism Department at the University of Wisconsin-Eau Claire.

Zoromski to lead WBA Education Committee

Wisconsin media veteran and educator Mark Zoromski will chair the WBA Education Committee.

The announcement comes after the recent retirement of long time Education Committee Chair Ken Beno.

Zoromski has 20 years of experience at three Wisconsin television stations and 25 years in higher education. He started in the production department at WEAU-TV in Eau Claire, then became the 6 and 10 p.m. newscast producer.



Zoromski

After a brief stop producing the 10 p.m. newscast at WLUK-TV in Green Bay, Zoromski moved to WITI-TV in Milwaukee. He rose from producer to executive news producer, acting news director, then director of news planning. He produced all special event coverage, including the Dahmer trial, elections, presidential visits, and national political conventions, winning more than 50 awards for journalistic excellence during his time at the station.

Zoromski moved to higher education in 1997, first at UW-Madison, then 20 years leading the broadcast journalism curriculum at the University of Wisconsin-Milwaukee. He created UWM PantherVision, a class-based weekly television newscast, as well as UWM PantherCast, a weekly radio newscast, and formed the independent Broadcast Club at UWM, which produced two half hour weekly television shows. His students won nearly 250 journalism awards, highlighted by UWM PantherVision becoming the first ever collegiate news operation to win a national Edward R. Murrow Award in a large-market professional division. Zoromski was awarded the UWM Alumni Association's Excellence in Teaching Award in 2005.

In 2016, Zoromski relocated to Marquette University as Director of Student Media and journalism faculty member, serving as advisor to the Marquette Wire, a comprehensive student media organization with 240 students. The Wire consists of the Marquette Tribune (weekly student newspaper in print and online), the Marquette Journal (student magazine published once a semester in print and online), MUTV (student television station with three live programs each week), MUR (student radio station on air 24/7), and student advertising.

His students won 500 national, regional, and state awards for journalistic excellence in six years, with the Marquette Wire being named one of the top five student media organizations in the country by the College Media Association, honored alongside some giants in the student media world: Indiana University, Lehigh University, Pep-

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FROM WBA'S CHAIR *Continued from page 1*

run into everything from sales teams frustrated with clients and prospects who won't return calls/ emails or meet, to managers juggling multiple employees taking some well-deserved vacation time. Yet, behind the scenes, we see a time of year when we all shine for our local communities.

July kicks off what is often referred to as the 'dog days of summer,' so let's take a look at what that means for broadcasters.

- Summer Music Festivals and Concerts: July is synonymous with music festivals and outdoor concerts, drawing crowds of music lovers from near and far. Many of us often partner with event organizers to provide live coverage and exclusive interviews with artists that give our fans an up-close look at their favorite performers.

- Live Coverage of Sporting Events: During most years, July brings us some of the biggest sporting events of the year. This includes everything from the Wimbledon tennis tournament and the Tour de France to Major League Baseball and Formula One Racing. However, this year adds the excitement of the Summer Olympics in Paris! Our listeners and viewers will tune in to find out daily updates which

keeps them fully engaged.

- Summer Blockbusters and TV Premieres: July is prime for entertainment, with blockbuster movies hitting theaters and TV networks rolling out the latest new shows. We are all able to capitalize on this excitement by promoting everything from superhero flicks to binge-worthy dramas that will keep people coming back for more.

- Special Events and Celebrations: July is packed with special events and celebrations! With everything from Independence Day parades and fireworks to cultural festivals to community fairs, there is always something going on and our viewers and listeners want to know the details so they can plan their weekly plans. The expansion of our brands through increased digital exposure helps us take our messaging even further, by being with our core listeners and viewers where they are. This summer, let's remember the tremendous impact we have in keeping our audiences entertained, informed, and engaged! As your new WBA Board Chair, I am excited to see what the coming summer – and year – brings for all of us!

Aleese Fielder, GM, NRG Media, Wausau/Stevens Point/Rhineland, is the new WBA chair.

THE FLOCK TO FONDY

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induction are available here.

The 2026 Summer Conference will be held June 18-19 at the La Crosse Radisson.

THANK YOU to all the sponsors who supported this year's Summer Conference:



Magnum donates raffle winnings

Dave Magnum, owner of Magnum Media, won the 50/50 raffle at the WBA Summer Conference in Fond du Lac, and donated his winnings back to the Foundation. A total of \$1,110 was raised for the Foundation. Thank you Dave!

ZOROMSKI

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perdine University, and UCLA. Zoromski received the Marquette Faculty Award for Teaching Excellence in 2019.

Zoromski is a 2012 inductee of the National Television Arts and Sciences Silver Circle and was named to the Milwaukee Press Club Hall of Fame in 2015.

The WBA Education Committee oversees outreach and education for broadcasting students, which includes the Wisconsin Broadcasters Student Forum at Lambeau Field and the WBA Student Awards for Excellence.



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Milwaukee station invited to White House for Juneteenth celebration

Good Karma Brands and 101.7 The Truth in Milwaukee was invited to attend President Biden's Juneteenth Celebration at the White House on June 10. The team attended the Juneteenth Regional Reporters Summit, as well as other events at the White House to celebrate.

In attendance representing the 101.7 The Truth team were Tory Lowe, Community Activist and On-Air Host; Danyale Hegwood, Marketing Consultant; Cherie Harris, General Manager; and Kyle Wallace, Director of Content and On-Air Host.



WPR station on air in Barron County

Call letters honor the late Gene Purcell

Wisconsin Public Radio is bringing WPR Music to northwest Wisconsin with a new station in Barron County. WPR started broadcasting on 90.7 FM, WEPP in Rice Lake on June 13. WEPP was named to honor former Wisconsin Public Media Executive Director Gene Purcell, whose given name was Eugene Patrick Purcell.

Purcell died after being struck by a negligent driver in 2021. "Gene was a wonderful leader, colleague and friend - he is still dearly missed," Executive Director of the Educational Communications Board Marta Bechtol said. ECB is the partner with UW-Madison in operating WPR and PBS Wisconsin.

"When it came time to name this station, honoring Gene felt like the best tribute we could make for his years of service to Wisconsin," Bechtol said. "He had a fascination with call letters and knew the meaning behind many of them in Wisconsin and around the nation. We were thrilled when we learned that the call letters WEPP were available for use."

"Gene was passionate about ensuring that everyone in Wisconsin could access the news, information, and entertainment on WPR and PBS Wisconsin," Wisconsin Public Media Executive Director Heather Reese said. "As a devoted fan of both music and the north woods, I know he would truly appreciate being remembered with the launch of 90.7 FM in Rice Lake."

Purcell's radio career started as a student on WLSU-FM at UW-La Crosse. After graduation and a brief stint in commercial radio, he returned to WLSU as a reporter, eventually rising to become news director and then station manager. Purcell joined WPR as the regional manager for southwest Wisconsin and later moved to Madison to become deputy director — and later executive director — of the ECB. In 2018 he became the executive director of Wisconsin Public Media at UW-Madison.

WPR Music features Wisconsin-hosted classical music throughout the week with jazz, world, and folk music on Friday, Saturday and Sunday evenings.



State and national news updates from WPR and NPR will air on the hour.

WPR is committed to offering its programs on the radio and online. "Even as we expand our digital service, we remain committed to radio," WPR Director Sarah Ashworth said. "No other medium is as affordable, reliable and accessible for listeners as radio. 90.7 FM in Rice Lake will be our 39th station and help fill a gap in service that we've had between Eau Claire and Superior for some time."

WEPP 90.7 FM's tower and transmitter outside of Rice Lake were dedicated in a small private ceremony with Purcell's family, friends, and colleagues on June 13.

Names in the News



Gross

Life 102.5 (WNWC) in Madison has named **Natalie Gross** as morning show co-host and engagement specialist. "Natalie brings so much joy and talent to the team," said Life 102.5 Program Director and Morning Show Host Dave Conour. "She fits the 'Northie' culture in every way, and it's an honor to have her join the morning show."



Henry

Zoie Henry is the new live desk anchor of 'WISN 12 News This Morning' which airs weekdays from 4:30 a.m. to 7 a.m. Henry stepped into the role June 3 to deliver breaking news, live updates, and cover the latest developments of stories impacting southeastern Wisconsin.



Carter

Duke Carter is WISN-TV's new weekend morning news anchor at the Milwaukee station. Carter will work alongside meteorologist Molly Bernard on 'WISN 12 News This Morning' from 5 a.m. to 6 a.m. and 7 a.m. to 9 a.m. on Saturdays and Sundays. Along with his weekend anchor duties, Carter will also report for 12 News throughout the week. Before coming to WISN 12, Carter served as an anchor and reporter at WLSL 10 News in southwest and central Virginia. Before his time at WLSL 10 he worked in a variety of broadcast journalism positions at television stations that included: WWL-TV and WVLA-TV in Louisiana, as well as WCJB TV20 and WUFT-TV in Florida.

Madison station named Christian Music Broadcasters' Medium Market Station of the Year

Life 102.5 (WNWC) in Madison has been named Medium Market Station of the Year by Christian Music Broadcasters (CMB). The station received the honor at CMB's annual Momentum conference in Orlando.

"We are honored to be recognized as the CMB Medium Market Station of the Year," said Steve Young, Life 102.5 station manager. "We have a passionate and dedicated team that works hard every day to serve our listeners, love our community, and share the hope we have in Jesus. It is my joy and privilege to serve alongside each of them daily. I could not be prouder of our team."

'The Truth' radio launches new show

Good Karma Brands station 101.7 The Truth announces new midday show, Jammin with Juice, co-hosted by Ben Hooks and Carrie Mahone, beginning May 20. Nothin' But The Truth, hosted by Melanie Ricks, will bid farewell to its daily broadcast and transition to a digital-only format this summer.

Kyle Wallace, director of content for 101.7 the Truth said, "We are excited for Mel and the new opportunities a digital show presents itself, particularly as fans explore new ways to consume our content. Carrie and Ben are part of the up-and-coming generation of young broadcasters, and since both teammates joined the Truth team at its inception, their

passion and grasp on the Milwaukee community will translate through the airwaves."

The station says Jammin with Juice promises to be a dynamic addition to the lineup, offering a fresh perspective on pop culture, trending topics, and lifestyle through the lens of two local millennials. Hosted by Ben "Jammin" and Carrie "Noni Juice", the show, "promises to dissect trending topics, share candid opinions, and deliver plenty of laughter as they explore and entertain."

Carrie Mahone, co-host of Jammin with Juice said, "Fans will embrace our show because we are The Truth for the youth. This



show is the birth of a new era of media in the city, and we hope to bridge the gap between generations through entertaining yet honest dialogue." Ben Hooks said, "Jammin with Juice will be a place where fans can hear young voices speak on matters

that affect us all every day."

The new lineup, launching on May 20th:

7 to 9 a.m. CT: Truth Be Told hosted by Denise Thomas & Telly Hughes

9 to noon CT: The Truth with Sherwin Hughes

Noon to 1 p.m. CT: Jammin with Juice with Carrie Mahone and Ben Hooks

1 to 4 p.m. CT: The Tory Lowe Show hosted by Tory Lowe

4 to 6 p.m. CT: Truth in the Afternoon with Dr. Ken Harris

During the transition period, fans can enjoy "Best Of" shows and other fill-in hosts weekdays from noon to 1 p.m.

Stepping away from anchor desk

WISN-TV anchor and WBA Hall of Fame member Joyce Garbaciak is stepping away from the anchor desk at the Milwaukee station and will take on a role as a special projects contributing correspondent.

Garbaciak will anchor her final newscast on May 31.

"Joyce has had an immeasurable impact on our local community for many, many years," said Jan Wade, president and general manager of WISN 12. "While we are tremendously grateful to Joyce for her many journalistic contributions over the years, we are very happy to have her staying connected to her WISN 12 Family through her 'special projects' role."

Garbaciak began her successful career more than three decades ago and has worked in the Milwaukee market for more than 35 years. In 2006, she joined WISN 12 as a contributing correspondent, then shifted into a full-time anchor role on multiple WISN 12 News' newscasts in 2014. In September 2023, Garbaciak announced that she was reducing her anchoring duties to "WISN 12 News at 6:00 p.m." exclusively.

"As I look forward to spending more time with my own family, I reflect on the

fact that so many families across Wisconsin welcomed me into their homes each and every day," Garbaciak said. "That mutual respect and resulting trust doesn't get lost on me. It has been an absolute privilege to serve as a journalist in southeastern Wisconsin."

Garbaciak has been honored with extensive awards and accolades over the years. She is a nine-time Chicago regional Emmy Award winner and has been recognized with both the prestigious George Foster Peabody Award and an Edward R. Murrow Award. Garbaciak was also inducted into the Wisconsin Broadcasters Association's Hall of Fame and the Milwaukee Press Club's Media Hall of Fame. She has been part of the Silver Circle for more than a decade – a lifetime achievement from the Chicago region of the National Academy of Television Arts and Sciences. In addition, she has just been named a "2024 Woman of Influence" by the Milwaukee Business Journal.

"Things really do come full circle! Joyce started with us in a special projects role 18 years ago, and is now returning to that same work," Wade said. "This position allows her to keep delivering the in-depth reporting and insightful storytelling that has made her a true icon in broadcast journalism."



Garbaciak

Dan Markus exits WVBO after more than 50 years

Veteran broadcaster Dan Markus is leaving radio after more than 50 years in broadcasting. He was the mid-day host at Cumulus Broadcasting's WVBO in Oshkosh.

Markus' career began at his college radio station and took him through stations in Milwaukee (WISN-AM and WISN-TV, WKLB-FM, WEMP-AM) and Springfield, Illinois where he launched Cool 101.9 (WQQJ) as an oldies station. He also spent time at stations in Duluth, Minnesota, Harrisburg, Pennsylvania, and South Bend, Indiana. Along the way, he earned several awards from the Wisconsin Broadcasters Association.

"I left WVBO to devote more time and creative energy to other projects, like my podcast ('Dan Markus' Wax Museum)," Markus said. "A short while back I started writing a couple books. One of them contains some interesting stories about the four years I spent working at a Playboy Club - starting in my late teens - and of course, the unique experiences I have had in radio. There are other things on the drawing board as well."

Most recently, Markus joined Cumulus Broadcasting in the fall of 1999 as program director and afternoon drive announcer of Oldies 103.1 (WQGB-FM) in Green Bay. In March 2017 he transitioned to mornings at heritage WNAM-AM and middays at WVBO, before taking over at the WVBO-FM midday position exclusively.

"Nearly a quarter century with Cumulus. I'm proud of that," Markus said.



Markus



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MRBC SCHEDULE



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Monday, Sept. 9 Evening Reception (Time TBD)

Tuesday, Sept. 10

8:30 a.m.

Emergency Communications with the Public - Before, During, and After Disasters



Manny Centeno will share a brief background on FEMA's Integrated Public Alert and Warning System (IPAWS), share innovative resources that emergency managers can use to ensure effective alerting to their communities, and provide information on the National Public Warning System. IPAWS is America's only system for local and national emergency communications with the public.

Presented by Manny Centeno, Director of the Integrated Public Alert and Warning System or IPAWS

9:15 a.m.

RADIO | Why Worry About Your Air Chain?



Over the past several years, Mike has reviewed AM and FM air chains, in large and small markets, and has found a plethora of problems. Not only do these problems negatively impact audio quality, they can affect Nielsen PPM encodability! This talk will address locating the problems, planning to resolve them and the actual resolution. *Presented by Mike Pappas, Orban Labs*

TV | SMPTE 2110: The Good, The Bad, and The Ugly



This presentation explores SMPTE 2110, a groundbreaking standard reshaping broadcasting. It outlines the benefits driving its adoption, such as enhanced flexibility and interoperability. However, it also addresses the challenges broadcasters face, from infrastructure complexities to interoperability hurdles. Drawing from real-world experiences, the talk reveals hidden intricacies and "dirty little secrets" encountered in implementing 2110 environments, offering practical insights for success. *Presented by Ken Stiver, Telestream*

10 a.m.

RADIO | Achieving Signal Alignment for FM and HD SFN Across Wide Area IP Networks



Despite the improved stability of IP-based STLs over the years, challenges related to impairments remain. In this presentation, we will discuss various techniques and technologies that have been employed to overcome the challenges of Wide Area IP networks to successfully deploy FM and HD SFN systems.

Presented by Keyur Parikh, GatesAir

TV | What's Up and What's New with ATSC



ATSC 3.0 is growing faster than you think. Since the beginning of 2022, deployment grew by another 50 percent to reach more than 60 percent of US households, including many Top Nielsen DMA Regions. Are you up to date on the latest trends in both ATSC1 and ATSC3? From Virtual Channel, SDR to HDR, DRM, PSIP Fetch and Rebranding, workflow consolidations, as well as utilizing Cloud Native solutions for more agility and flexibility, let's discuss creative ways to elevate your broadcast strategy and obtain the key to success.

Presented by Jing Zhougavin, Harmonic

10:45 a.m. Break

11 a.m.

RADIO | AI in Radio 2024 - Demonstration



We'll talk about the fast-changing space of AI, its history, what's working, and what it means for radio's future. Then we'll jump ahead to what generative AI is, how it works and hear some real-world examples from today, and play with making some of our own AI-generated text and voices during a live demo. The audience should gain a stronger understanding of the benefits and challenges of generative AI in its many forms, and therefore how to prepare for its use. *Presented by Bill Bennett, ENCO*

11 a.m. TV | Frequency Coordination for Program Making and Special Events (PMSE)



Join a discussion of frequency coordination for Part 74 Low Power Auxiliary Station (LPAS) users at broadcast and other special events. Learn about common deployments (of Wireless Microphone, IEM/IFB, and Intercom Systems at events, recent amendments (to Part 74 of the FCC Rules for LPAS operation allowing Wireless Multichannel Audio System (WMAS) operation), and potential changes to frequency coordination workflows that WMAS systems could bring about. We'll also cover other PMSE industry trends.

Presented by Gary Trendera, Sound Device

11:45 a.m. RADIO | A New Approach to the Design of FM Bandpass Filters for IM Product Suppression and FM Channel Combining



New requirements for output filtering for full-service FM stations and FM translators and boosters have been created. This session will explore the requirements of these passive components for IM suppression and channel combining and present a new design that provides a much more compact configuration for these increasingly important components of the FM broadcast air chain. *Presented by Bill Harland, ERI*

TV | Why I'm 100% Onboard with NextGen TV

More session info to come

12:30 p.m. Amber Alert Panel



Chris Tarr hosts a discussion about Amber Alerts, which seem to have an air of mystery about them, our guests would like to lift the veil and give station personnel an insight on how the what constitutes an alert, the chain of command, and the dissemination procedures.

Presented by (L-R) Chris Tarr, Magnum Media, Wisconsin EAS; Melissa Marchant, Wisconsin Department of Justice; Wendy Paulson, Minnesota Broadcasters Association; Sara Phelan, Wisconsin Department of Justice

RADIO | Transmission Lines, Vector Network Analyzers, and Antenna Tuning

More session info to come

1:30 p.m. TV | Vibration and Fatigue Criteria in the Design of Television Transmission Antennas



It is expected that a fatigue and vibration assessment will become part of the required criteria used to design TV transmission antennas. The presentation of an analysis of representative single top mounted UHF/VHF pylon style antenna designs using the approach currently found in CSA-S37-18 Annex N [1]. The key design details examined are the slotted areas, holes, and the base flange/base flange attachment. These results for vibration and fatigue are compared with those using the current strength-based approach to show the effects on antenna design in terms of the diameters and lengths, as well as the types of materials and types of details allowed. *Presented by James Butts, Dielectric*

2 p.m. TV | Media Over IP in the Cloud



This session outlines broadcast operations in the cloud, mapping traditional contribution, processing, and distribution workflows to AWS solutions. We'll cover cloud concepts, best practices, production components, connectivity, latency, innovating with AI/ML, and demos of well-architected designs. Attendees will leave understanding considerations for broadcast in the cloud and the importance of the AWS Well-Architected Framework for these workloads. *Presented by Jason O'Malley, AWS*

MRBC SCHEDULE

2:15 p.m.

RADIO | Panel: Automation Systems: Disaster Planning and Recovery



A disaster affecting your automation system? In most cases, it's not a matter of if, but when. A roundtable discussion on how to plan for, and recover from, disasters of all types. We'll talk about the best practices for backups, equipment security, and restoration of operations.

Presented by (L-R) Al Schermeister, Beasley Media; Shane Toven, Triple Helix Technologies; Jeff Zigler, RCS; Chris Tarr, Magnum Media, Wisconsin EAS – Moderator

2:30 p.m.

TV | UltraHD Now!



Why would anyone decide to revolutionize broadcast television in the middle of a global pandemic? Ever dreamed of owning your own TV station with multiple HDR channels? Well, Anton did – and we'll cover the details, discoveries, and takeaways from deploying the nation's first UltraHD programs on an ATSC 1.0 LP digital station, K03IM-D. *Presented by Anton Kapela, Channel 3 Eugene*

3 p.m. Break

3:15 p.m.

FAA Standards for Broadcast Towers and advantages of LED Lighting

More session info to come

4 p.m. Reception and Exclusive Exhibitor Time

7 p.m.

Nuts and Bolts: What Were They Thinking?

All of us here have created a project plan, manage a project, and dealt with the successes and failures that come along. No plan goes perfectly due to long lead items, change orders, manufacturing delays, pandemics, staffing issues, overzealous deadlines and acts of God. To make it successful we all have had to recreate the wheel and make it happen. Tonight, we want to hear your stories about your creativity, failures, success, magic tricks, and results. On our panel we will have representatives from the tower industry along with radio and television project managers/DOE's. Come with your stories, questions, and solutions while we feast on a traditional Wisconsin meal fit for the best in the business.

Wednesday, Sept. 11

8 a.m.

Site Safety – Because We All Work Alone, Even When We Shouldn't



This session will discuss some potential safety concerns, show various areas where safety and security can be easily improved and provide thoughts on how to get through our days while minimizing risk to personnel and equipment. There will be some war stories and a few, "been there, done that" examples in the process! *Presented by Jeff Welton, Nautel*

8:45 a.m.

Integrating Legacy Transmitters and Other Equipment into a Modern Broadcast Infrastructure



The modern broadcast infrastructure is often more IT based than not. In this presentation Tim will review methods he has implemented at the Cumulus Media Chicago facilities to bring 30 plus year old equipment up to a level that monitoring and control can be done with IP. We will review both commercially available and custom solutions that are or can be implemented. *Presented by Tim Wright, Cumulus*

9:30 a.m. Critical Backup Power Solutions



We will cover the newest product introductions for broadcast backup power (such as UPS systems and generator power), including equipment utilizing lithium ion batteries, sodium ion, and nickel zinc technologies for extended lifecycles. We will answer just about any questions related to facility design for power, specialize docking stations for maintenance, reliability/redundancy, and expandable solutions for future growth. *Presented by Thomas Lappe, C&I Power Solutions*

10:15 a.m. Lunch/Prizes/Exclusive Exhibitor Time

1:30 p.m. The FCC and Your Station, and How ABIP Can Help



Have you ever worried about an FCC inspection of your station? There's a way to prepare and in many cases turn aside an FCC inspector if one shows up. Many state broadcasting associations, including the WBA, have partnered with the FCC to create the Alternative Broadcast Inspection Program (ABIP). In this session, learn how ABIP works and how it can benefit your station. *Presented by (L-R) Clif Groth and Tom Weeden, WBA ABIP inspectors*

2:15 p.m. Physical Security and Access Control at Tower Sites



In partnership with Motorola, Joda Media is integrating Motorola's new cloud-based security suite at telecommunications sites around the country, and we'll be demonstrating a fully functional system on a model door. We will explore various options available to enhance security at remote broadcast sites, including a variety of systems and components from different manufacturers. *Presented by Ty Magnum, Joda Media*

3 p.m. Break

3:15 p.m. Roundtable: Succession Planning



This interactive session will explore participants' experience with planning to fill critical positions at a media/broadcast company. Best practices, ideas, thoughts, fears, and concerns are all part of the discussion you will have with your colleagues in the industry. Come prepared to share what you know and what is on your mind. *Presented by Bill Hubbard, WBA Duke Wright Media Technology Institute*

4 p.m.

SBE

SBE Meeting

We will be joined this year by SBE National, which will be holding a membership meeting and an awards event.

A UHF repeater available for use during the Midwest Regional Broadcasters Clinic. The N9BDR repeater frequency is 444.375 MHz, with a PL of 123.0. All amateur operators are welcome. Please keep in mind that if there is severe weather, you should clear the repeater and let that traffic have priority. A special thanks to Ralph Pellegrini, N9BDR, for the use of his system. FINANCIAL ASSISTANCE AVAILABLE: The Don Borchert Broadcasters Clinic Fellowship honors the founder of the conference and will provide all expenses to attend the Clinic. The program is possible through the financial support of all four Wisconsin SBE Chapters and the WBA. Applications are now being accepted for the 2024 Broadcasters Clinic Conference.

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PRECISION



Date announced for U.S. Senate Debate

The WBA Foundation Board will continue its 34-year tradition of holding statewide televised debates for Wisconsin's voters by airing a general election debate in the 2024 Wisconsin U.S. Senate race.

Qualifying U.S. Senate candidates Democratic U.S. Senator Tammy Baldwin and Republican Senate candidate Eric Hovde have been invited and have agreed to participate in a debate on Oct. 18 at 7 p.m., hosted by WMTV-TV in Madison. Radio and television stations from across Wisconsin will participate in the production of the debate. Details including panelists and format will be announced later.

The hour-long debate will be made available to radio and television stations throughout Wisconsin for live or delayed broadcast.

"The WBA Foundation is honored to provide this important debate to Wisconsin's voters as part of our long history of using our debates to promote the civic and political process," WBAF President and CEO Michelle Vetterkind said.

The debate will be moderated by veteran television debate moderator and WBA Hall of Fame inductee Jill Geisler. Geisler holds the Bill Plante Chair in Leadership and Media Integrity at Loyola University Chicago. She's from Wisconsin and was one of the first female news directors of a major market

affiliate when she was news director at WITI-TV in Milwaukee. She moderated the WBAF debates in 2014, 2016, 2018, and 2022.

"I'm looking forward to the Wisconsin Broadcasters' Association debate this fall so voters across the state can learn more about the work we're doing together and the choice they have in this race," Baldwin said.

"I look forward to debating Sen. Baldwin and sharing my vision for addressing the critical challenges facing the people of Wisconsin," Hovde said. "Voters deserve transparency, and I appreciate WBA for organizing this debate, providing every Wisconsinite across the state the opportunity to hear my solutions to restore the American Dream."

The WBA encourages its members to inform the public by airing this debate and their own programming to help educate voters ahead of the election.

The WBA Foundation debate is sponsored by the Wisconsin Counties Association.

The WBA is a non-partisan statewide trade association representing radio and television broadcasters across the state.

Questions or inquiries about the debates should be directed to debate@wbafoundation.org.



Green Bay anchor awarded student debt relief grant

An anchor at Green Bay TV station WBAY-TV is the recipient of the 2024 Results Broadcasting Education Grant.

Aisha Morales joined the station in 2016 as a weekend anchor/MMJ after graduating from the Walker Cronkite School of Journalism at Arizona State University in 2011 and working in the Yuma, Arizona and Colorado Spring, Colorado markets.

"Just months into her tenure at WBAY, Aisha has already built community relationships where it was not uncommon for her to pitch multiple story ideas each day," wrote WBAY-TV GM/VP, Steve Lavin. "I quickly recognized Aisha has a unique journalistic talent."

Lavin said any of her co-workers will tell you that Morales is the best teammate. She's described as professional, kind, hard-working, and caring about her community.

"I am proud and so grateful to work for a station that has given me so many opportunities to grow," Morales wrote.

Bruce and Don Grassman of Results Broadcasting had the vision to establish the grant. The grant was increased to \$3,000 last year thanks to an additional contribution from Bruce Grassman. The idea for the grant is being replicated by other state broadcast associations.

Previous recipients of the grant include:
Rachel Frye, WTMJ-AM, Milwaukee
Morgan Schillinger, WBAY-TV, Green Bay
Allison Eggers, WDJT-TV, Milwaukee
Erin Bagatta, WYMS-FM, Milwaukee

Anyone interested in applying for the grant can find more information at wbafoundation.org.

Applications for the next round will be accepted beginning Jan. 1, 2025.

PHOTOS: Hall of Fame Induction



Find more information about this year's Hall of Fame inductees — Steve Brown, Matt Lepay, Patty Loew and David Robinson at the Wisconsin Broadcasting Museum website.

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In Remembrance

WOLX personality Jim McGaw dies

WOLX personality Jim McGaw died May 19.

"Jim was the hardest working and thoughtful person in radio," an article from the Madison radio station stated. "He was always willing to help and wanted to do whatever he could to make the place where he worked better."



McGaw

McGaw was on the air in Madison for about 40 years. He was at WOLX for 11 years. Before that he was on Magic 98 (WMGN) and he started his career on WISM.

"He was a great entertainer, but was so humble about what he did. On the air, Jim always had some quick comment about life or what was going on in the world that would make everyone laugh."

The station said McGaw had some health problems over the last few years, but never complained.

"He always said he didn't want to let his co-workers or his listeners down by missing a day on the air."

Watch a tribute to McGaw by visiting this URL: youtu.be/1oV-piR_Aos.

Longtime broadcaster dies

A broadcaster involved in radio and TV in the Milwaukee and Wausau areas for more than 50 years has died.



Mueller

Richard Mueller, known on the air as Skip Taylor, died May 18 at the age of 77.

After enlisting and serving with Armed Forces Radio and Television, Mueller started his career in 1969 at WOKY radio in Milwaukee as a producer, engineer, and announcer. He later worked for WTMJ radio as an announcer and traffic reporter,

WIFC radio in Wausau as a program director and host, WNBK radio in New London, Goetz Broadcasting in Marshfield, WZTR in Milwaukee as a co-host and producer, and WYCO in Wausau as an announcer.

At WOKY, he received a Gold Record for introducing a record called "The Monster Mash" by Bobby Boris Pickett.

In 1991 he moved to television as a creator and host on WVTM-TV and later on WCGV-TV as a producer and director. He produced shows about cars, one of his personal interests.

Mueller retired in 2020. His obituary is available at bit.ly/3XOfD2e.

TV engineer Mark Burg remembered

Longtime TV engineer and member of the Broadcasters Clinic Committee, Mark G. Burg, died unexpectedly on June 9. He was 66.



Burg

Burg worked more than 34 years at WLAX-TV/WEUX-TV in La Crosse/Eau Claire. He

was a member of the Broadcasters Clinic Committee since 1997.

According to his obituary, "Burg was affectionally known as Uncle Bark. He was a generous person who loved his family and had a strong faith. Mark was a proud Eagle Scout and a member of the La Crosse Republican Party."

A funeral service was held June 18 at Seefeld Funeral Home in Oshkosh.

Western Wisconsin TV station remembers Dave Booth

WXOW-TV/WQOW-TV General Manager Dave Booth died Friday at the age of 59.

Booth worked at multiple television stations during his 37-year career, including WQOW-TV in Eau Claire, KOLN/KGIN in Lincoln, Nebraska, and WHBF in the Quad Cities. In 1992, he took a job as the local sales manager at WXOW 19 in La Crosse.

According to his obituary, at that time, it was his dream to be the youngest sales manager and he achieved that dream. His family said Booth was proud to serve as GM of



Booth

WXOW-TV.

Booth was a past President of the La Crosse Area Chamber of Commerce and La Crosse Symphony Orchestra.

A former employee said, "Dave was always there to offer advice and always realized there was a human-side to working in news. During the holidays, he and Teri would bring in meals for those working. These are memories I won't ever forget. His extreme kindness and generosity were never lost on me during my time at WXOW."

"Dave was a true broadcaster, thorough and through. Everybody knew Dave," Anna Engelhart, Vice-President and General Manager of sister station WKOW in

Madison said. "He worked hard to lead his teams in serving their communities. He loved what he did! The impact he had on his community and our industry will live on with many for years to come. Dave was a great colleague and friend. We talked almost every day during the work week - he would always be willing to talk through an issue with you and give some advice. He will be missed."

Funeral services were held Friday, June 28, at Prince of Peace Lutheran Church in La Crescent.

In lieu of flowers memorials are preferred to Great Rivers United Way, 1855 E. Main Street, Onalaska, WI 54650.



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with Lori Lewis

Oct. 27, 2024
Webinar: Psychological Safety in the Workplace
with Binnu Palta Hill

Nov. 21, 2024
Webinar: The Election is Over - What it Means for Broadcasters for 2025 and Beyond

Jan 22, 2025
WBA State Legislative Day
Wisconsin State Capitol

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WBA Student Forum
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More details
registration at
wi-broadcasters.org/events



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